

THE EFFECT OF PRICE AND PRODUCT QUALITY ON CONSUMER SATISFACTION IN LATITUDE JAGAD'S CORN BUSINESS

Mulyo Adisanjoyo¹⁾, Apriyanti²⁾.

¹ Management, Faculty of Economics and Business, PGRI University of Madiun
email: mulyo.adi.sanjoyo@gmail.com

² Management, Faculty of Economics and Business, PGRI University of Madiun
email: kelip.apriyanti@unipma.ac.id

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh harga dan kualitas produk terhadap kepuasan konsumen pada usaha penjualan jagung Lintang Jagad di Kabupaten Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 97 responden yang merupakan konsumen dan pernah melakukan pembelian selama periode penelitian. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *accidental sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner secara langsung kepada responden. Analisis data menggunakan SPSS versi 25 dengan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, dan uji F. Hasil penelitian menunjukkan bahwa harga dan kualitas produk secara parsial maupun simultan berpengaruh positif dan signifikan terhadap kepuasan konsumen pada usaha penjualan jagung Lintang Jagad di Kabupaten Madiun. Temuan ini menunjukkan bahwa penetapan harga yang sesuai dan kualitas produk yang baik merupakan faktor penting dalam meningkatkan kepuasan konsumen. Oleh karena itu, pelaku usaha disarankan untuk mempertahankan kualitas produk, menetapkan harga yang kompetitif, serta meningkatkan pelayanan agar kepuasan dan loyalitas konsumen dapat terus ditingkatkan.

Keywords: Harga, kualitas produk, kepuasan konsumen.

Abstract

The purpose of this study is to present empirical data on how product quality and price affect customer satisfaction in the Lintang Jagad corn sales business in Madiun Regency. With a sample of 97 respondents who were customers who had made purchases throughout the study period, the research methodology employed a quantitative technique. The sampling strategy combined an accidental sampling method with non-probability sampling. Direct distribution of questionnaires to respondents was used to collect data. The SPSS version 25 software was utilized for data analysis, which included t-tests, F-tests, multiple linear regression analysis, validity tests, reliability tests, and traditional assumption tests. The study's findings show that consumers are positively and significantly impacted by both price and quality satisfaction in the Lintang Jagad corn sales business in Madiun Regency. Thus, these two variables are crucial elements that company actors must consider in order to boost

customer loyalty and happiness.

Keywords: *Price, Product Quality, Consumer Satisfaction.*

A. INTRODUCTION

Business is an economic activity that is carried out consistently with the aim of making money through the use of capital, resources, and managerial skills. In a business, there are various important factors that must be considered in order to be able to survive and develop, including business potential, market opportunities, product quality, price, and the ability of business actors to understand the needs and dynamic behavior of consumers. According to Purbaningsih *et al.*, (2024), business is a form of work that is carried out on a regular and continuous basis by individuals and groups, both legal entities and non-legal entities, to gain profits and own certain business locations. Understanding these factors is very important so that business actors are able to develop the right strategies in dealing with competition and changing consumer preferences (Naini *et al.*, 2022).

One of the factors that is suspected to affect the high interest of consumers in Lintang Jagad is competitive prices. This business obtains corn directly from local farmers so that the selling price can be lowered compared to several other traders who obtain products through intermediaries. In addition to the price, the quality of the products sold is also an advantage of Lintang Jagad. The corn offered has a good size, sweeter taste, and a level of freshness that is maintained because the distribution does not go through long routes. Another factor that is no less important is the friendliness of the business owner and the positive relationship that has been established for a long time with loyal clients. This creates a sense of comfort, trust, and satisfaction for consumers when buying products at the place.

Overall, the data reflects that Lintang Jagad has broader market potential but is accompanied by a high risk of fluctuations, while the other three businesses have better sales stability although not as big as Lintang. The seasonal pattern is evident in most businesses, especially on the increase in sales in October. Any company can use this study as a basis for creating a more successful sales plan, modifying capacity, and developing an evaluation of the factors that influence sales fluctuations in order to improve performance on an ongoing basis.

Table 1.1 Corn Business Sales Data in Madiun Regency in 2025

No	Month	Saradan Light Corn Sales Business	Pure Corn Sales Business Gemarang	Mitra Jaya Balerejo Corn Sales Business	The Corn Trading Boom
1.	JANUARY	IDR 48,906,000	IDR 54,720,000	IDR58,023,000	IDR 59,467,050
2.	FEBRUARY	IDR 43,575,750	IDR 49,384,500	IDR 53,049,750	IDR 204,993,400
3.	MARCH	IDR 44,997,000	IDR 51,305,000	IDR 55,315,000	IDR 135,570,750
4.	APRIL	IDR 34,881,750	IDR 40,384,000	IDR43,740,000	IDR 89,587,100
5.	MAY	IDR 43,827,300	IDR 49,276,000	IDR 54,061,500	IDR 122,438,400
6.	JUNE	IDR 32,610,000	IDR 37,587,000	IDR40,040,000	IDR 249,243,400
7.	JULY	IDR 41,144,500	IDR 46,444,000	IDR49,692,500	IDR 84,509,400
8.	AUGUST	IDR 39,805,250	IDR 41,276,400	IDR53,070,000	IDR 96,751,800
9.	SEPTEMBER	IDR 42,675,500	IDR 32,897,000	IDR 58,021,500	IDR 79,908,400
10.	OCTOBER	IDR 51,465,230	IDR 64,876,900	IDR 60,825,000	IDR 119,535,000
Quantity		IDR 423,888,280	IDR 468,150,800	IDR 525,838,250	IDR 1,242,004,700

Source: Primary data on corn sales (2025).

Corn sales in four businesses, namely Cahya Saradan, Sari Murni Gemarang, Mitra Jaya Balerejo, and Lintang Jagad Pilangkenceng, showed diverse dynamics throughout the period from January to October. In total, Lintang Jagad seemed to dominate with sales reaching IDR 1,242,004,700, almost equivalent to the combined of three other businesses. This dominance can be seen from the significant spikes that occurred especially in February and June, which showed that there were large transactions or seasonal demand that was different from other businesses. Meanwhile, Cahya Saradan, Sari Murni Gemarang, and Mitra Jaya Balerejo showed a more stable pattern, although they still experienced fluctuations.

However, studies that specifically analyze how product quality and price affect customer satisfaction of micro-scale corn sales businesses, especially in the case of Lintang Jagad in Madiun Regency, are still relatively small. To close this gap, this research is critical. The findings not only offer an empirical summary of the variables that affect customer happiness, but can also help other companies improve their marketing plans and customer service levels. By understanding the factors that make Lintang Jagad remain crowded with consumers, other business actors can imitate effective strategies to maintain competitiveness in the midst of increasingly competitive corn market dynamics.

Conceptual Framework

The following describes the conceptual framework of the variable influence model, which is based on the background of the aforementioned problems and theoretical works. This study will

observe how customer satisfaction at the Lintang Jagad corn sales company in Madiun Regency is affected by the price and quality of the product. The attached image provides an explanation of the conceptual framework used in this study:

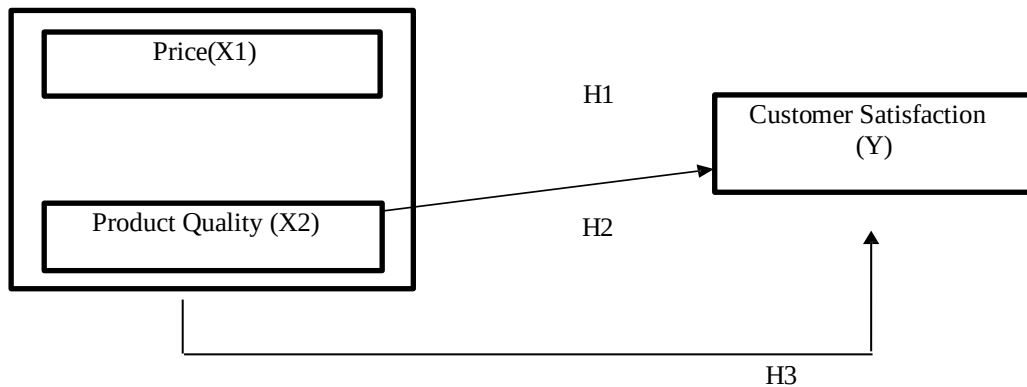


Figure 1. 1 Research Thinking Framework

However, studies that specifically analyze how product quality and price affect customer satisfaction of micro-scale corn sales businesses, especially in the case of Lintang Jagad in Madiun Regency, are still relatively small. To close this gap, this research is critical. The findings not only offer an empirical summary of the variables that affect customer happiness, but can also help other companies improve their marketing plans and customer service levels. By understanding the factors that make Lintang Jagad remain crowded with consumers, other business actors can imitate effective strategies to maintain competitiveness in the midst of increasingly competitive corn market dynamics.

B. METHODS

This research was carried out at the "Lintang Jagad" Corn Sales Business located in Pilangkenceng District, Madiun Regency, East Java. This research schedule shows the time needed to complete the research activities, which is 4 months. This study uses primary data. Consumer data collection has directly carried out corn purchase transactions in Lintang Jagad through the distribution of structured questionnaires. In quantitative research, a sample is a collection of research participants who are considered representative of the community; These participants are known as study respondents. Probability *sampling* that selects samples randomly is the sampling technique used in this study. With this approach, every member of the population has an equal chance of being included

in the study sample. The sample criteria used in this study are as follows:

1. Aged ≥ 17 years old, have transacted at Lintang Jagad at least 1 time in the last 3 months , willing to fill out the questionnaire.
2. Exclusion criteria: Seller, employee, or respondent who fills out less than 80% of the questionnaire items.

Data Collection Techniques

Questionnaires designed specifically for research purposes are used as a data collection method to examine how pricing and product quality affect customer satisfaction. Questionnaire, which is a data collection instrument that is given directly to consumers of the Lintang Jagad Corn Sales Business who are research respondents. Questionnaires were compiled Evaluate respondents' opinions on cost factors, product quality, and customer satisfaction using a Likert scale of 1-5. Each variable indicator is outlined in the form of a statement that is easy for respondents to understand. The technique was chosen because it was able to provide a comprehensive picture of conditions in the field, both in terms of consumer experience and factual information about businesses and markets.

C. RESULTS AND DISCUSSION

Results

1. T test

Based on the findings of the primary data processing of the SPSS output regarding the t-test, as shown in Table 4.11, the t-test is essentially used to determine whether an independent variable partially affects the final variable.

Table 3. 1 Results of the t-test (Partial test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.020	2.216		2.265	0.026
	Pricing	0.219	0.039	0.422	5.541	0.000
	Product Quality	0.188	0.030	0.474	6.222	0.000
a. Dependent Variabel: Consumer Satisfaction						

Satisfaction Source: data processed SPSS, 2025

Based on the test results in Table 3.1, it can be concluded as follows.

a. The Effect of Price (X1) on Consumer Satisfaction (Y).

The table on the price variable (X1) is 1.985 and t is calculated as 5.541, so that the comparison of tcount with tof the table shows the result of $5.541 > 1.985$, with a significant value $0.000 < 0.05$, indicates that Price (X1), if taken separately (Passional), significantly and positively affects Customer Satisfaction (Y) (H1 is accepted).

b. The Effect of Product Quality (X2) on Consumer Satisfaction (Y).

The table on Product Quality (X2) is 1,985 and t is calculated as 6,222, so that the comparison of the calculation with the ttable shows that the variable Product Quality (X2) alone (partial) has a positive and substantial impact on Customer Satisfaction (Y) with a finding of $6,222 > 1,985$ and a significance value of $0.000 < 0.05$ (H2 accepted).

2. Test F

To find out how much influence each independent variable has on the overall dependent variable, the F test is used. A significance level of 0.05 ($\alpha = 5\%$) is used for this test.

Table 4. 2 Simultaneous Test Results (F)

NEW ERAA						
Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	970.810	2	485.405	81.023	.00b
	Residual	563.148	94	5.991		
	Total	1533.959	96			
a. Dependent Variable: Consumer Satisfaction						
b. Predictors: (Constant), Product Quality, Price.						

Source: SPSS processed data, 2025

The F test is used to examine the simultaneous impact of independent factors on dependent variables. Based on statistical calculations, the third hypothesis is accepted because the calculated F value of 81.023 is higher than the Ftable of 3.09 and the significance value of 0.000 is less than 0.0. This shows that customer satisfaction is greatly influenced by product quality and price at the same time.

3. Coefficient of Determination Test (R^2)

The Coefficient of Determination (R^2) aims to measure how well the model can explain changes in dependent variables.

Table 4. 3 Determination Coefficient Test Results (R²)

Model Summary				
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796a	.633	.625	2.448
a. Predictors: (Constant), Product Quality, Price				
b. Dependent Variable: Consumer Satisfaction				

Source: data processed SPSS, 2025

Based on Table 4.13, it is shown that the value of the determination coefficient (R²) is 0.633. This means that Consumer Satisfaction in the Corn Sales Business of Lintang Jagad Madiun Regency was influenced by 63.3% by the variables tied to Price and Product Quality, while factors that were not discussed in this study affected the remaining 36.7%.

Discussion

1. The Effect of Price on Consumer Satisfaction

The Price Variable (X₁) in the Lintang Jagad Corn Sales Business in Madiun Regency has a significant impact on Customer Satisfaction (Y), according to the results of multiple linear regression analysis conducted with SPSS. The significance value (Sig.) <0.05 indicates this, therefore it can be said that price plays a direct role in increasing or decreasing the level of consumer satisfaction. In addition, the value of the regression coefficient X₁ is of a positive value which means that any increase in the customer's positive opinion of the price will be their satisfaction with the corn product purchased.

2. The Effect of Product Quality on Consumer Satisfaction

Consumer Satisfaction (Y) in the Corn Sales Business of Latitude Jagad was shown to be significantly influenced by the Product Quality variable (X₂), according to the findings of the partial test (t-test) in multiple linear regression analysis. The t-calculated value > t-table and the Sig. value < 0.05 support this, confirming that one of the main factors affecting customer happiness is the quality of the product.

3. The Influence of Price and Product Quality on Consumer Satisfaction

The variables of Price (X₁) and Product Quality (X₂) simultaneously have a significant impact on Customer Satisfaction (Y) in the Lintang Jagad Corn Sales Business in Madiun Regency, based

on the results of simultaneous tests (F tests) conducted using multiple linear regression analysis. The F-calculated value $>$ the F-table and the Sig. value < 0.05 indicate this, indicating that the research model is considered practical and that the two independent variables have a simultaneous impact on customer satisfaction.

D. CONCLUSION

Based on the results of the analysis on the influence of price and product quality on consumer satisfaction in the Corn Sales Business of Lintang Jagad Madiun Regency, it can be concluded as follows:

1. Price is the most important and decisive factor in determining consumer happiness, and it has an impact on it. This happens when the cost is considered reasonable and proportionate to the value of the item. The level of buyer satisfaction increases significantly. The compatibility between price and consumer value perception is the main aspect that forms satisfaction in the purchase process.
2. There is an influence of product quality on consumer satisfaction, because good , clean, and consistent quality of corn significantly increases satisfaction. This shows that excellent product quality is able to create trust and comfort for consumers.
3. Price and product quality have an impact on customer satisfaction at the same time, which means that the two factors together determine the level of satisfaction. This shows that the combination of a reasonable price and a high-quality product is very important in driving customer satisfaction and loyalty.

E. SUGGESTIONS

Based on the conclusions of this study, suggestions can be given to several parties, including:

1. For Lintang Jagad Corn Sales Business, it is recommended to maintain competitive prices and review the cost structure periodically to keep it in line with consumer capabilities and expectations. In addition, improving the quality of corn, especially in terms of cleanliness, moisture content, and quality consistency, needs to be continuously carried out to maintain and increase customer satisfaction.

2. For Business Development, it is necessary to carry out service innovations, such as providing more transparent product quality information, better sorting standards, and increasing service speed so that consumers feel more confident and comfortable in transactions.
3. For Subsequent Researchers, it is recommended to consider other factors that may affect satisfaction, such as location, service, or customer trust, and use a broader range of research techniques to improve study outcomes.

REFERENCES

- Awalunnisa, & Kristianti, L. S. (2024). The impact of pricing on profitability in the Fried Chicken culinary partnership business of PT Evalinda Berkah Mandiri South Jakarta. *JORAPI: Journal of Research and Publication Innovation*, 2(4), 3648–3659.
- Dewi, A. P., & Kurniawan, D. (2023). The effect of product quality on customer satisfaction in the food industry. *Journal of Management and Entrepreneurship*, 25(2), 145–156.
- Garvin, D. A. (1987). Competing on the Eight Dimensions of Quality. *Harvard Business Review*, 65(6), 101–109.
- Intention in Retail Markets. *Journal of Retailing and Consumer Services* 68, 8(1), 1–10.
- Hasanah, R., & Lestari, D. (2023). The effect of raw materials on production quality in the food and beverage industry. , 14(2), 122–131. *Journal of Technology and Industry*, 14(2), 122–131.
- Herlambang, H., Mulyana, M., & Riwoe, F. L. R. (2022). The influence of brand image, product design and price perception on Samsung smartphone purchase decisions in Bogor City. *Journal of Unified Informatics*, 2(2), 169–178.
- Husain, M., & Abdurrahman, R. (2023). Implementation of quality control in reducing the defect rate in the manufacturing industry. *Journal of Production Management*, 11(1), 45–58.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Mayasari, S., & Safina, W. D. (2021). The Effect of Product and Service Quality on Consumer Satisfaction at Kalasan Fried Chicken Restaurant, Iskandar Muda Medan Branch. *Journal of Student Business*, 215–224. <https://doi.org/https://doi.org/10.60036/jbm.v1i2.7>
- Mboro, A. Y., Adar, D., & Nampa, I. W. (2021). The taste of consumers of boiled corn in the culinary center of East Kupang. *Journal of Excellence*, 10(1), 1–12.
- Monroe, K. B. (2021). *Pricing: Making Profitable Decisions* (4 edition). Routledge.
- Naini, N. F., Suharjo, B., & Suharno. (2022). The effect of product quality, service quality, and customer satisfaction on customer loyalty. *Journal of Consumer Sciences*, 7(1), 34–50.
- Nugroho, D. S., Satriawan, B., & Suryadi, E. (2024). The effect of benefits and prices on perceived value and their impact on the decision to use GoTransit on the Gojek application. *JIMP: Scientific Journal of Pancasila Management*, 4(2), 81–95.
- Nuranisayah, R. S., Mawardi, N. K., & Stefani, E. (2024). The Effect of Quality and Price of BISI-18 Hybrid Corn Seed Products on Farmer Satisfaction in Banyusoco Village, Kapronewon

- Playen, Gunungkidul Regency. *Scientific Journal of Agritas*, 8(1), 13–25.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Purbaningsih, Y., Helviani, H., Juliatmaja, A. Wi., & Surahturohmi, I. N. (2024). Corn Consumer Behavior Study at PJR (Corn Sellers) Konawe Regency: A Conjoint Analysis. *Journal of Agricultural Socioeconomics (J-SEP)*, 17(1), 67–76.
- Putra, F. D., & Wijaksana, T. I. (2022). The Effect of Service Quality on Customer Satisfaction of Pt. Wahana Prestasi Logistik. *E-Proceedings of Management*, 9(3), 1586–1592.
- Putri, A. (2022). The effect of price perception on consumer satisfaction in agribusiness products. *Indonesian Journal of Agribusiness*, 10(2), 145–155.
- Raharjo, B., & Santoso, T. (2023). The effect of product quality on consumer satisfaction in the marketing of agricultural products. *Journal of Management and Business*, 12(1), 34–45., 12(1), 34–45.
- Ridwan, M., Dewi, R., Prakoso, D., & Roidah, I. S. (2024). Marketing Strategy To Increase Sales Of Sweet Corn Seeds Honey-59 F1 In Karangploso District, Malang East Java.
- Genduso, Andrea, Smith, J., & Martinez, L. (2022). Psychological Pricing and Consumer Purchase *Journal of Plant Science and Agribusiness*, 1(3), 1–13.
- Sari, M. N. (2022). Product quality and competitive advantages in food MSMEs. *Journal of Management Science*, 10(1), 55–64.
- Sugiyono. (2021). *Quantitative, Qualitative, and R&D Research Methods* (Second). CV Alfabeta.
- Susanto, R., & Pratiwi, A. (2022). Product features and consumer purchasing behavior in digital marketplaces. *International Journal of Marketing Studies*, 14(1), 89–100.
- Talluri, Kalyan, T., & Ryzin, G. J. van. (2004). *The Theory and Practice of Revenue Management*. Springer.
- Tong, T. (2020). Will dynamic pricing outperform? Theoretical analysis and empirical evidence from O2O on-demand food service market. *International Journal of Production Economics*, 6(2), 375–385.
- Wagiyo, W., Fransiska, L., & Pasya, D. J. (2019). Analysis of production costs in the context of determining the selling price of food at the Meychan Serba Sepuluh Thousand restaurant in Pringsewu. *Scientific Journal of Management Economics*, 10(1), 11–27.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–2